

## Message Text

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PAGE 01 GABORO 01024 010936Z

21

ACTION AF-06

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R 311220Z JUL 75

FM AMEMBASSY GABORONE

TO SECSTATE WASHDC 6855

INFO AMCONSUL JOHANNESBURG

AMEMBASSY MASERU

AMEMBASSY MBABANE

AMEMBASSY PRETORIA

UNCLAS GABORONE 1024

E.O. 11652: N/A

TAGS: BEXP, EINV, SCUL, BC

SUBJECT: 1975 GABORONE TRADE FAIR - WRAP-UP

REF: GABORONE 1007

DEPT PASS USDOC, OPIC AND USIS

1. THE 1975 GABORONE TRADE FAIR, HELD JULY 24-26, WAS VERY SUCCESSFUL BOTH FROM GOB AND EMBASSY POINTS OF VIEW. OTHER FOREIGN EXHIBITORS INCLUDED UK, SWAZILAND, ZAMBIA AND LESOTHO PLUS FIRMS SUCH AS BC, LEYLAND. THIS YEAR'S FAIR, WHICH WAS MORE COMMERCIALY AND BUSINESS ORIENTED THAN PREVIOUS FAIRS, ATTRACTED APPROXIMATELY 35,000 PEOPLE. OF THESE, NEARLY 19,000 VISITED U.S. PAVILION WHILE ANOTHER APPROXIMATELY 5000 CHILDREN LINED UP FOR FREE COKE AND PEPSI NEXT TO THE PAVILION. INCLUDING COKE AND PEPSI, FOURTEEN U.S. CORPORATIONS PARTICIPATED. THESE INCLUDED AMAX, CATERPILLAR, COLEMAN, CLARK EQUIPMENT, COLLINS RADIO, GROVE INTERNATIONAL, INTERNATIONAL HARVESTER, HYSTER, MOTOROLA, PAN AM, SIKORSKY AIRCRAFT AND TWA. THE U.S. PAVILION WAS LOCATED ON THE CENTRAL SQUARE OF FAIR GROUNDS AND ATTRACTIVELY DECORATED WITH RED, WHITE

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PAGE 02 GABORO 01024 010936Z

AND BLUE CANOPY AND HIGHLY VISIBLE RED WHITE AND BLUE USA SIGNS

ON TOP.

2. THE FAIR WAS OPENED BY PRESIDENT KHAMA AND KEYNOTE SPEECH WAS DELIVERED BY VICE-PRESIDENT MASIRE (REF). IN HIS OPENING SPEECH, MASIRE NOTED BOTSWANA'S ECONOMIC PROGRESS SINCE INDEPENDENCE AND STATED THAT POLITICAL STABILITY IS NECESSARY TO ATTRACT INVESTORS WITH TECHNICAL KNOW-HOW AND FINANCE . HE FURTHER ACKNOWLEDGED THAT INVESTORS ARE NATURALLY WORRIED ABOUT THE SAFETY OF THEIR INVESTMENTS AND WOULD THEREFORE WELCOME BOTSWANA'S STABLE, DEMOCRATIC, MULTI-RACIAL SYSTEM. THE VICE PRESIDENT POINTED OUT THE IMPORTANCE OF THE BOTSWANAH ENTERPRISES DEVELOPMENT UNIT (BEDU) AS A MEANS OF TRAINING BATSWANA TO COME INDUSTRIALISTS AND EMPLOYERS THEMSELVES. THE GOB BELIEVES, ACCORDING TO THE VICE-PRESIDENT, THAT FOREIGN INVESTORS WILL BE ENCOURAGED TO SEE THAT GOVERNMENT POLICY IS TOWARDS DEVELOPING FREE ENTERPRISE AMONGST OURSELVES. BEDU IS NOT A GOVERNMENT ENTERPRISE, IT IS A PRIVATE ENTERPRISE . HE ALSO EXPRESSED SATISFACTION THAT THE REV. LEON SULLIVAN'S OPPORTUNITIES INDUSTRIALIZATION CENTRES INTERNATIONAL (OICI) PLANS TO OPEN A TRAINING CENTER IN GABORONE IN THE NEAR FUTURE.

3. IN HER CLOSING SPEECH, DR. G.K.T. CHIEPE, MINISTER OF COMMERCE AND INDUSTRY, STRESSED SIMILAR THEMES, STATING THAT BOTSWANA WELCOMES AND ENCOURAGES PRIVATE INVESTMENT, PARTICULARLY IN THE INDUSTRIAL SECTOR . SHE WENT ON TO DISCUSS THE ADVANTAGES OF MARKETING IN THE SOUTHERN AFRICAN CUSTOMS UNION WHILE BEING ABLE TO SELL TO THE NORTH WITHOUT ANY POLITICAL PREJUDICE . DR. CHIEPE ALSO EMPHASIZED THE ADVANTAGES AFFORDED THE BOTSWANA MANUFACTURER BY THE LOME CONVENTION AND URGED ENTERPRISING BATSWANA TO FORM THEMSELVES INTO SYNDICATES TO TAKE ADVANTAGE OF THIS CONVENTION.

4. HIGHLIGHT OF FAIR WAS VISIT TO EXHIBITS BY PRESIDENT KHAMA, ALTHOUGH PRESIDENT HAD ONLY ONE HOUR TO TOUR 125 EXHIBITS, HE SPENT CONSIDERABLE TIME AS U.S. EXHIBIT, ESCORTED BY AMBASSADOR. PRESIDENT EXAMINED THE CATERPILLAR AND HYSTERMACHINERY, COLEMAN PRODUCTS AND TALKED WITH THEIR REPRESENTATIVES.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 GABORO 01024 010936Z

KLADY KHAMA AND MINISTER OF AGRICULTURE REMAINED IN COLEMAN STAND WHILE PRESIDENT CONTINUED TO INSPECT THE PAVILION.) PRESIDENT ALSO NOTED WITH INTEREST GROVE EXHIBIT OF BOT-ZAM ROAD, WHICH IS AID LOAN -FINANCED, AMAX PHOTO DISPLAY AND EMBASSY-MOUNTED EXHIBIT ON BOTSWANA'S TRANSPORT NET. HE SPENT SOME TIME WATCHING APOLLO SPACE TAPE ON USIS-SUPPLIED VTR AND EXAMINED USIS EXHIBIT ON PROMINENT WOMEN IN AMERICAN HISTORY. PRESIDENT WAS ACCOMPANIED BY LADY KHAMA, VICE-

PRESIDENT AND MR S. MASIRE AND MINISTERS OF COMMERCE, AGRICULTURE AND EDUCATION. MANY SENIOR OFFICIALS MADE REPEATED VISITS TO U.S. PAVILION.

5. U.S. PAVILION'S MAJOR EXHIBITOR, COLEMAN, MOUNTED A VERY PROFESSIONAL, ATTRACTIVE EXHIBIT AND HAD ORDERS FOR OVER 3000 LANTERNS BY FAIR'S CONCLUSION. COLEMAN'S EFFORT WAS PARTICULARLY APPROPRIATE IN LIGHT OF THE FIRM'S INTEREST IN ESTABLISHING A LANTERN ASSEMBLY OPERATION IN BOTSWANA. COLEMAN REPRESENTATIVE HARVEY TERMED THE AFRICAN MARKET POTENTIALLY THE LARGEST IN THE WORLD FOR COLEMAN LANTERNS AND HE HOPES THAT BOTSWANA ASSEMBLY OPERATION WOULD BE JOB-CREATIVE HERE AND FACILITATE MARKETING TO THE NORTH.

6. EMBASSY BROCHURES PRINTED FOR FAIR WERE HANDED TO ADULT VISITORS TO PAVILION AND WERE MAILED TO MAJOR GOB AND PRIVATE ENTERPRISE OFFICIALS. THESE BROCHURES CONTAINED A MESSAGE FROM THE AMBASSADOR, A LIST OF AID, USIS AND PEACE CORPS ACTIVITIES IN BOTSWANA AND A DESCRIPTION OF MAJOR U.S. COMMERCIAL SERVICES PERFORMED HERE. REMAINDER OF BOOKLET INCLUDED WRITE-UP ON EACH FIRM REPRESENTED IN PAVILION.

7. AMBASSADOR HOSTED OUT-OF-POCKET TRADE FAIR RECEPTION EVENING OF JULY 24. THE APPROXIMATELY 100 GUESTS INCLUDED MINISTER OF COMMERCE AND INDUSTRY CHIEPE, MINISTER OF WORKS

AND COMMUNICATION HASKINS AND MINISTER OF EXTERNAL AFFAIRS MOGWE. NUMEROUS PERMANENT SECRETARIES, SENIOR OFFICIALS OF BOTSWANA BUSINESS COMMUNITY AND VISITING REPS OF U.S. FIRMS INCLUDING COLEMAN, CATERPILLAR, HYSTER, GM, PEPSI AND FIRST NATIONAL CITY BANK PRESENT. RECEPTION GAVE US OPPORTUNITY TO DISTRIBUTE BROCHURES DESCRIBING U.S. PAVILION AND TO PROMOTE SERIOUS BUSINESS CONVERSATION. GM REP WAS ABLE TO SPEAK WITH UNCLASSIFIED

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PAGE 04 GABORO 01024 010936Z

MINISTERS CHIEPE AND MOGWE AS WELLLS OFFICIALS OF BOTSWANA DEVELOPMENT CORPORATION (BDC) REGARDING POSSIBLE NOMAD VEHICLE ASSEMBLY IN BOTSWANA. CATERPILLAR AND HYSTER REPS HAD GOOD CONVERSATIONS WITH BOTH CHIEPE AND HASKINS. HOWEVER, BEST BUSINESS CONVERSATION INVOLVED CHIEPE, MOGWE AND COLEMAN REP, WHO EXPLAINED DESIRE FOR AND RATIONALE BEHIND COLEMAN LANTERN ASSEMBLY OPERATION IN BOTSWANA. IN SUM, RECEPTION WAS VERY USEFUL AND SUCCESSFUL AND WILL SERVE AS FORMAT FOR QUARTERLY BUSINESS RECEPTIONS ENVISIONED IN BOTSWANA CAP.

8. FROM NUMEROUS COMMENTS BY GOB OFFICIALS, LENGTH OF TIME SPENT IN U.S. PAVILION AND INTEREST SHOWN BY PRESIDENT KHAMA, ETC. IT IS CLEAR THAT GOVERNMENT IS PLEASED WITH OUR INTEREST AND EFFORT IN FAIR. BATSWANA PURCHASES OF COLEMAN PRODUCTS AND SERIOUS INQUIRIES RE PRICES AND CAPABILITIES OF CATERPILLAR

AND HYSTER MACHINES WERE ESPECIALLY ENCOURAGING.

9. AS FOLLOW-UP TO OUR FAIR EFFORT, WE INTEND TO SEND COPIES OF U.S. EXHIBIT BROCHURE AND OTHER PROMOTION MATERIAL TO U.S. SUBSIDIARY FIRMS IN SOUTH AFRICA AND TO THEIR PARENT COMPANIES IN THE UNITED STATES TO (A) SUPPORT U.S. EFFORTS TO EXPAND TRADE AND INVESTMENT RELATIONS WITH BOTSWANA, (B) SUPPORT BOTSWANA'S EFFORTS TO DEVELOP PRIVATE ENTERPRISE ECONOMY, AND (C) RAISE BOTSWANA'S VISIBILITY AND STIMULATE INTEREST AMONG AMERICAN FIRMS IN THE 1976 GABORONE TRADE FAIR.

10. OUR TOTAL BUDGET FOR THE FAIR THIS YEAR AMOUNTED TO R2,244 AND FAIR EXPENDITURES TOTALLED R2,220.63. WE VERY MUCH APPRECIATE WASHINGTON'S FINE SUPPORT IN MOUNTING THE U.S. EXHIBIT THIS YEAR. WE WISH TO MAKE A MAJOR EFFORT TO MOUNT AN EQUALLY IMPRESSIVE U.S. EXHIBIT IN 1976 IN CONNECTION WITH OUR BICENTENNIAL AND BOTSWANA'S TENTH ANNIVERSARY CELEBRATION.  
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